

THE PERSONAL TOUCH IN RELIEF BY "AMIGO LISTO;" MONEY IS NEEDED

Committee Is Trying to Visit Each Reported Case, but Applicants Are Also Invited to Call at Headquarters Where Possible; Benefit Vaudeville Friday Night Should Be Largely Attended; Send in Reports.

CONTRIBUTIONS for "Amigo Listo" (Ready Friend) relief work continue to come to headquarters in the basement of the Pioneer store. Besides many packages of food and clothing from those who did not give their names, the following donations are gratefully acknowledged: "Amigo Listo," \$100 cash; Western Coffee Co., 100 pounds coffee; G. Viscarra, 50 sacks frijoles; J. Goodman, six pairs overalls; J. Stolaroff, seven pairs boys' trousers; E. Moya, \$5; Mr. Thompson, of Clint, 57 worth of food supplies; Dr. H. P. Hurley offers his services to attend to any needy Mexican families under the care of the "Amigo Listo" committee.

Making Personal Visits.
Dozens of new cases of destitution among worthy families have been reported to The Herald and turned over to the committee. Mrs. Alberto Madro, Mrs. M. Calderon and Mrs. Del Campo, of the executive committee, have been hard at work every day visiting families and supplying the needed relief. They have a long list to reach today, and are trying to give each case some personal attention. The call is so heavy, however, that the committee asks applicants for relief as far as possible to call at the Pioneer store basement on Tuesdays, Thursdays and Saturdays between 10 and 12, or 2 and 5, when there will be representatives of the committee in attendance to receive applications and extend relief in all worthy cases.

Please Report Cases.
In reporting cases to The Herald, of either Mexican or American families in destitute circumstances, writers are asked to give plain addresses and names, so that the places can be easily found. There have been some trouble in reaching reported cases, owing to defective addresses.
Let it be understood that this "Amigo Listo" (Ready Friend) movement is not limited in its scope to Spanish-Americans or Mexican families only, but will try to relieve any family in need. In such cases, neighbors who know the circumstances, or any others familiar with the need, are requested to make reports. Names and addresses will not be published, and will be kept secret, only being handed over to the working committee headed by J. A. Schwartz as chairman, and including those named above and Mrs. Dr. M. F. Schuster.

They Will Survive.
In a great many cases, deserving families are making their needs known; many will suffer and want and even starve before they will ask for aid. This is true to a notable extent among the refugees from Mexico, many of whom have exhausted their last resources, but will not ask aid. In such cases, neighbors who know the circumstances, or any others familiar with the need, are requested to make reports. Names and addresses will not be published, and will be kept secret, only being handed over to the working committee headed by J. A. Schwartz as chairman, and including those named above and Mrs. Dr. M. F. Schuster.

More Money and Food Needed.
Public cooperation has already been considerable, but to handle the problem through the winter there is need of much more money and food and clothing and fuel.
The benefit vaudeville performance Friday evening at the El Paso theater (free of charge, 50c at Ryan's), ought to produce hundreds of dollars, since the total expense is limited to \$100. And it is hoped that citizens will continue to send packages of food and clothing to the headquarters in the Pioneer basement, marked "Amigo Listo." This is an easy way to contribute.



Chickering Pianos

The Oldest In America
The Best In the World

The strongest evidence of their superiority is their widespread popularity at home and abroad.
THIS GRAND OLD PIANO is made in uprights, players, electric players and the famous World Renowned Baby Grand, Parlor and Concert Grands. They make the smallest Baby Grand manufactured by any first class maker.

These famous pianos now on exhibition at the factory's appointed agents, Jenkins Piano Co. We sell at eastern prices and save you the freight. Your piano taken as part payment on new ones, balance easy payments.

Jenkins Piano Co.
The Big Piano House
Phone 2135 214-215 TEXAS ST.

BANKS REELECT THEIR OFFICERS

Close Greatest Year in History of City and Start Even Greater One.

Meetings were held Tuesday afternoon by most of the banks of the city for the purpose of electing officers and directors for the new year. In nearly every case the same officers and directors who served in 1914 were re-elected.

Banking conditions in El Paso are excellent, according to bankers. Clearings have shown a great increase, despite almost nation wide depression on account of the European war, and clearings to the amount of nearly \$2,500,000 per week are now being averaged.

Except in the election of J. E. Benton as assistant cashier no change was made in the personnel of the First National bank. The officers of this institution are: Joshua S. Reynolds, president; James Graham McNary, first vice president; J. M. Wyatt, vice president; W. L. Cooley, vice president; J. F. Primm, vice president; Edgar W. Kayser, cashier; Walter M. Butler, assistant cashier; Glen T. Moore, assistant cashier; J. E. Benton, assistant cashier.

With the exception of the three assistant cashiers, the officers of the bank are also directors of the remaining directors being: J. O. Crockett, J. B. Dale, H. J. Donau, J. A. Krasauer, J. M. Gorgin, J. J. Mundy, J. N. Nations, C. M. Newman, C. S. Pickens, H. B. Stevens, Z. T. White and J. W. Zellers. **Turner Heads Rio Grande.**

No change was made in either the officers or directors of the Rio Grande Valley Bank and Trust company. The officers are: W. W. Turner, president; Dr. S. T. Turner, vice president; W. Cooley, vice president; T. M. Wingo, vice president; E. W. Arnold, cashier; S. N. Schwabe, secretary; F. C. Woodburn, assistant secretary; J. H. Land, auditor. The directors are: J. J. Ormbee, W. W. Turner, W. E. Arnold, J. H. Land, E. M. Bray, T. M. Wingo, Gus Zork, W. Cooley, S. T. Turner, H. T. Ponsford and Dr. H. M. Worthman.

But one change was made in the directors of the Commercial bank, the directorate of the Commercial bank, the directors are: C. B. Hudspeth, president; J. D. Campbell, vice president; W. W. Barbes, cashier; George D. Flory, assistant cashier; J. Gilchrist, assistant cashier.

J. L. Marr a Director.
J. L. Marr was added to the directorate of the City National bank. With this exception the officers and directors remain the same. The officers are: J. L. Marr, president; J. J. Ormbee, vice president; J. F. Primm, vice president; H. M. Andrews, cashier; J. L. Andrews, assistant cashier; C. H. Teague, assistant cashier. The directors are: J. L. Marr, J. F. Primm, H. M. Andrews, J. E. Cole, L. Kothberg, J. J. Land, W. C. Robert, Robert Krasauer, J. H. May, Frank Powers, H. J. Simmons and G. B. Stevens.

Both officers and directors were re-elected by the First Mortgage and Trust company, which held its meeting January 8. The officers are: Joshua S. Reynolds, president; James G. McNary, vice president; W. L. Cooley, vice president; J. F. Primm, vice president; Edgar W. Kayser, treasurer; and W. E. Ward, secretary. The directors include all of the officers, with the exception of the secretary, and in addition Felix Martinez, C. M. Newman, J. W. Zellers and Z. T. White.

No change was made in the official staff of the Union Bank & Trust company. The officers are: E. Moya, president; H. W. Broadus, vice president; A. J. Schutte, cashier; Max Moya, secretary. The directors are: Edward Sanders, J. C. Zozaya and S. Krasauer.

Martinez Retires.
Felix Martinez was succeeded by J. B. Irving as a director of the American Trust & Savings bank. Mr. Martinez having been compelled to retire when he accepted a position on the Federal reserve board. The officers of the bank are: Joshua S. Reynolds, president; James G. McNary, vice president; John M. Wyatt, vice president; J. F. Primm, cashier; T. J. Stafford and W. Carre, assistant cashiers. The directors include the bank officers, with the exception of the assistant cashiers, and J. B. Irving.

The Security Trust & Savings will hold its annual meeting in May. The El Paso Bank & Trust company will hold its meeting Thursday at 2 o'clock. The Texas Bank & Trust company held its meeting about a month ago.

Every time you buy "Made in El Paso" goods you lift a rock from the road your own wagon must travel daily.

ROBBERS BLOW BANK SAFE AND ESCAPE WITH \$7500.
Oklahoma City, Okla., Jan. 12.—Robbers early today blew the safe of the State Bank of Okla., 26 miles east of Enid, in Garfield county, Oklahoma, and escaped with \$7500, according to reports reaching here. Posses are searching for the bandits.

FRED WICKER'S AUTO FOUND.
The automobile of Fred Wicker, stolen from in front of the El Paso theater Tuesday night, was found Wednesday morning on North Santa Fe street. The theft was reported to the police and a thorough search was made Tuesday night, without result.

Maxwell Motor Car Co. Salesrooms



ADCLUB DAY BIG AT EXPOSITION; CROWDS BREAK RECORD AT SHOW

Adclub Celebrates Success of First Annual "Made in El Paso" Exposition With Luncheon at Sheldon, Then Don Blue Badge of Prosperity to Act as Guides; Moving Pictures to Be Made Thursday.

WEDNESDAY was Adclub day at the "Made in El Paso" exposition. The members of the ad club celebrated the special day by having a luncheon at the Sheldon grill and attending the exposition in a body.

The Adclub was one of the prime factors in the success of the exposition and has done much to advertise the home products show in the city and throughout the state. The members will be given in Pioneer plaza this evening to close the Adclub day. Thursday will be Rotary club day and the Rotarians will also have a luncheon and attend the exposition in the afternoon. Both clubs will act as guides for the special days.

Crowds Are Growing.
Crowds continue to fill Pioneer plaza for the first annual exposition of "Made in El Paso" products. Tuesday afternoon and evening the walks in front of the White House and Herald buildings were packed with people viewing the various exhibits in the window and booths.

People have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

people have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

people have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

people have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

people have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

people have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

people have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

people have visited the exposition since it opened Monday night and the universal expression is "I never knew El Paso made so many different things and of such high quality."

The merchants who have been giving souvenirs have found that the crowds were larger than they anticipated and they have had to renew their supplies of booklets, cards and favors many times since Monday. One of the attractive souvenirs that is being given away during the week in the picture post card of old El Paso scenes which are being distributed by Fred J. Feldman from the Feldman booth.

A card showing El Paso street in 1882 was distributed Monday and Tuesday by a young woman in front of the booth. There were 5000 of these distributed. Wednesday a picture of The Herald building site was distributed. Thursday Mr. Feldman will give away a picture of Phil Young's building, said to be the first two-story business building in El Paso. Friday a picture of the first horse car will be distributed.

and Saturday the old plaza will be shown on the souvenir post cards.
Moving Pictures Thursday.
Members of the El Paso Typographical union are distributing little jewel boxes containing pictures in which are folded pictures and descriptions of the "Printers' home in Colorado Springs."
Thursday afternoon, during the hand concert in Pioneer plaza, L. J. Burrud, Feldman company, will make moving and still pictures of the crowds in the plaza. These will be shown in the local and eastern theaters.
The Adclub booth, showing El Paso as it was 35 years ago, is attracting much attention, especially from the out of town visitors and the new residents of El Paso. A card table is shown, with the usual "wild and woolly" trappings. A number of scenes in El Paso are also shown in contrast to the city of the present.

W. H. AUSTIN RETIRES FROM THE FIRM OF AUSTIN & MARR.
W. H. Austin has sold his interest in the real estate firm of Austin & Marr to James Marr and Will K. Marr. Mr. Austin will not retire from business but will continue to handle real estate. Mr. Austin is one of the pioneer real estate men of the city, the firm of Austin & Marr being one of the oldest in the city. Mr. Austin is a well-known and respected man and will retain the old name.

HELD ON INSANITY CHARGE.
J. D. McEntire was arrested Tuesday night by the police and is being held on a charge of insanity. He is said to have attempted to break down the door of a rooming house in the 309 block on North Oregon street.

Buying "Made in El Paso" goods.
Buying "Made in El Paso" goods put your money into perpetual motion. circulation in El Paso.

EXPOSITION CONCERT THURSDAY AT 3 P. M.

The 15th Infantry military band will play the matinee concert in Pioneer plaza Thursday afternoon during the Rotary day at the exposition. Handmaster Ernest G. Fischer has arranged the following program for the concert, which will start at 3 o'clock:
March, "Golden State," Tilton.
Medley overture, "Remick's Hit," Lampe. Synopses: "Oh, You Sherry Bells," "That Old Girl of Mine," "Maudie," "You Know You Want," "I'll Get You," "Down in Dear Old New Orleans," "My Little Persian Room," "You're a Great Big Blue-Eyed Baby," "Be My Little Bumble Bee," "Good Night, Nurse," "That Old Girl of Mine," "Cornet Solo," "Annie Laurie."
Selection, "The Dollar Princess," Leo Fall.
March, "A Cyclone in Darktown," Bar-Bard.
The "International Rag," Berlin.
Medley, "Remick's Hit 1914," Lampe, introducing "Sailing Down the Ganges," "Rebecca of Sunny Brook Farm," "All Aboard for Dixie Land," "Kismet."
Marching song, "It's a Long, Long Way to Tipperary," Williams.
Spanish serenade, "La Paloma," Yradier.
Sextet, "Lucia," Donizetti.
Finale, "Songs From the Old Folks," Lake.

CHECK CAUSES ARREST.
Complaint was filed in Justice J. M. Deaver's court Wednesday morning against George Harris, charging swindling. The complaint was made by E. B. Hughes, who charged that Harris had stolen a watch from him. Harris was arrested by the police Tuesday afternoon and docketed as a suspicious character.

"The World of White"

THE "POPULAR'S" ANNUAL WHITE GOODS EVENT
WILL BEGIN MONDAY, JANUARY 18TH

Greater, broader in scope, more far-reaching in every way, this event will mark the topmost round of achievement in merchandising records of this city. Prepare for the unusual—Watch for our special "ads," and see the Special Window Displays.

This Clearance of Silk and Wool Dresses Demands Quick Action

Preparing for the "World of White" next Monday—and here are approximately one hundred and fifty dresses—for large women, medium and small women and misses—that were formerly \$20.00 to \$29.50. Blacks, blues, browns and out of place in the white event.

Tomorrow Select One of
These Handsome Silk or
Wool Dresses at

\$10.00

This exceptional offering includes dresses of the later models, fashioned of beautiful pure wool French serge, entire, with satin trimmings, in combination with satin or velvet, in rich crepe de chine, in satin and in velvet. Some in black silk chintilly lace. The materials used in these dresses, if you were to buy them, would cost double. It is by far the most extraordinary dress offering made this season—but we need the room—you the dresses.

NO APPROVALS—SALE ON THIRD FLOOR.



Made in El Paso— Our Reputation

First we want to congratulate the manufacturers and artisans who are this week giving El Paso people a practical demonstration of "Made in El Paso" products. The idea which is behind the exhibits as a whole is the fundamental principle upon which cities are built. We regard this as an opportune time to dwell upon what is, from our standpoint, the biggest "Made in El Paso" product—OUR REPUTATION.

The same factors enter into the development of an establishment the size of the Popular Dry Goods Company that enters into a manufactured product, the marked difference being that the manufacturer has something tangible to show while ours is more of a mental asset. It has passed from person to person until it resolves itself into a few words expressed by the people of the Southwest as a whole—"There is El Paso's Most Successful Store."

In slight detail, we can only say that from a comparatively insignificant beginning eleven years ago, our reputation has been built, little by little, until it has the endorsement of El Paso's buying public. It is impossible to present in words the thousands of intricate details that have gone into, and each day enter into, our service.

Carrying out further the "Made in El Paso" idea, we are rather proud of the fact that every dollar in this company is owned locally. Every dollar earned that is not needed in maintaining and enlarging our business is invested in El Paso.

In passing, it is not amiss to mention that we are as proud of our reputation as the manufacturer is who produces a perfect product. Do not understand us to mean that we have accomplished the almost unattainable, but we do say that we have kept pace with El Paso's growth and purpose to maintain a "Made in El Paso" reputation second to none.

The Popular D. G. Co.

Extra Special Values

With the approach of the big white event each department is putting forth every effort to make room—hence the offerings are more and more to your interest. Below we mention a few of the many—you may be assured they, and many more in widely diversified lines, are priced lower than at any time during the year.

Women's Serge Dresses—Clearance \$4.95
Women's Coats, values to \$17.50—Clearance \$7.95
Women's Coats, values to \$32.50—Clearance \$15.00
Women's Suits, values to \$35.00—Clearance \$15.00
Women's Suits, values to \$45.00—Clearance \$19.50
Women's Dresses, values to \$59.50—Clearance \$29.50
Women's Dresses, values to \$79.50—Clearance \$39.50
Women's Skirts, values to \$5.95—Clearance \$2.85
Women's Skirts, values to \$7.50—Clearance \$3.95
Women's Blouses, values to \$6.50—Clearance \$3.95

—Above Items on Third Floor—
Children's Dresses, values to \$5.00—Clearance \$2.05
Children's Dresses, values to \$7.50—Clearance \$3.95
Children's Dresses, values to \$8.50—Clearance \$4.95
Children's Dresses, values to \$12.50—Clearance \$6.95
CHILDREN'S COATS REDUCED IN LIKE PROPORTION.

Extra Special!

CHILDREN'S COATS AND DRESSES—Were formerly marked as high as \$3.95, choice at \$1.95
Coats, sizes up to 6 years; Dresses, sizes up to 14 years
CHILDREN'S BLUE SERGE DRESSES—Up to 15 yrs., regularly \$5.00, \$7.50 and \$9.95 values, choice \$3.95
CHILDREN'S WOOL SKIRTS—Serge and Shepherd Checks—\$3.95 Values at \$2.95 \$4.95 Values at \$3.69

Demonstration and Fashion Exhibit Mme. Lyra Corsets

We have with us, for a short time, a competent corsetiere direct from the exclusive Lyra makers in New York, who will be much pleased to demonstrate the superior merits of the new spring models of "Lyra" corsets, and especially to show you the model that was designed for you.

"LYRA" CORSETS, \$3.50 to \$25.00

The Popular
Tel. Branch Exchange 3300

The Popular
DRY GOODS CO. INC.

Feed The Best

For Absolute Success
In Raising Chickens—Feed
"PERFECTION" HEN
AND CHICK FOOD
It will produce more eggs,
healthier chicks, than any
food on the market.
TRY IT
For Sale By All Grocers
**W. D. Wise Seed
Company**
Wholesale and Retail
Seeds—Feed—Poultry
106 North Stanton
Chihuahua and Second Sts.
Phone 11 and 3290